



DANIEL FISHER.

Hi, I'm Dan, a proven leader with over 20 years experience in human centred design, product design, customer experience, innovation, and strategy. I am proud to have used design thinking to build and grow products for some of Australia's largest companies.

After a start in a digital agency, I've been lucky enough to lead cross-functional teams of up to 40 people, manage multi-million dollar projects, and travel to locations around the world to co-create products with major players in tech, fintech, retail and entertainment.

With a focus on building partnerships, I try to embody positive change by practicing healthy disruption. This often looks like championing radical candour, and utilising data, customer insights or documented experiences to positively challenge assumptions.

I have a particular passion and focus on culture and capability, building safe environments for teams of people from diverse cultures and backgrounds with complimentary skill sets. I believe in the power of people, and that creating excellent experiences means creating excellent teams, and letting them do their best work.

CONTACT



Phone: [+61 410 943 566](tel:+61410943566)



Email: daniellancefisher@gmail.com



LinkedIn: [Daniel Fisher](#)

MY WORK



Featured on [Figma](#)



Case studies: daniellancefisher.com



An app I designed and coded: [HYPE](#)



NATIONAL AUSTRALIA BANK

Dec 2023 - Present

ROLE DESCRIPTION:

Head of Design: Personal Banking, Product Design Practice Lead

My role has expanded, and I now look after the 3 large full stack product design teams that represent Nab's Personal Banking offerings. From a simple transaction account, all the way through to a home loan, I am responsible for designing the customer experience in all of our touch points, digital or otherwise.

I have the pleasure of leading the design strategy, creative direction and execution of an exciting new future for Nab's products and how our customers interact with them, whether it be our forward facing customers interacting with us through agentic platforms both internal and external, or traditional channels, it is my job to ensure a smooth experience and quality of service across the array of products Nab offers, and the myriad ways that our customers choose to interact with us every day.

I maintain oversight of Nab's product design craft, with a particular focus on how we shift the banks design practice into a brand new age of AI tools, without losing the craft that makes our experiences so special. I work together very closely with our enterprise partners such as Figma to push our tools and skills to the limit.

Myself and a few colleagues were recently interviewed and featured on Figma's website for the unique way in which we are using their tools, a global first.

[Design once, reuse everywhere: How NAB unified design at enterprise scale with Figma.](#)



NATIONAL AUSTRALIA BANK

Dec 2023 - Present

ROLE DESCRIPTION:

Head of Design: Enterprise Onboarding, Product Design Practice Lead

I manage a team of over 20 talented humans, with the humbling task of redesigning and unifying all onboarding experiences for Nab, one of the most important customer interactions we have. As the design leader responsible for Nab's onboarding design, day to day I'm most often in Figma, overseeing and setting the strategic design direction for the combined work of all designers at Nab working on onboarding, jumping into the work myself, or co-designing and working with the executive leadership team on the future of onboarding, as well as new product experiences.

I also lead Nab's product design practice, focussed on improving the overall design capability of a team of over 200 designers. In my time here, I have fundamentally redesigned the way Nab designs great experiences, extending upon atomic design principles into new ways of working, and saving us millions in re-use by creating intuitively designed, market leading ecosystems. I've partnered directly with Figma's global team to push their tools as far as possible, and enhance all aspects of product design, extensively using AI tools such as Cursor and Make to streamline the process.

I also lead the initial creative, strategy, build and implementation of Nab's new design system, enabling consistency for our customers, and re-use and ease of implementation for design and development teams, showing unprecedented results in market.

In short, I make sure the team can move fast, and focus on working smarter, not harder.



UP BANK

Jan 2023 - Jul 2023

ROLE DESCRIPTION:

Head of Digital Community Bank

Working directly for the CEO's of Up and Bendigo Bank, I was responsible for creating the next business venture for Ferocia and for the Bendigo group, an ESG challenger that will shape the future of social impact in Australia.

Through a mix of excellence in technology and desirable products, I built a commercially viable venture that contextualises community building, social impact and community into the Australian zeitgeist, and bolsters the spirit and soul of the nation.



NATIONAL AUSTRALIA BANK

Nov 2020 - Dec 2022

ROLE DESCRIPTION:

Associate Director, Innovation - NAB Group Strategy & Innovation

I lead a multi-disciplinary incubation team across AU and NZ, worked with global scale partners to rapidly build and test next generation capabilities in market with real customers. In my time in the role I ran the full product development cycle from customer research, product ideation and creation, through to build and delivery to market.

My team was responsible for setting the direction for emerging technologies such as Open Banking via example in-market, for the NAB group's companies (Nab, BNZ, 86,400 and UBank), and regularly interfacing back in with the NAB Executive Leadership team.

KEY INITIATIVES LED:

- (Commercial in confidence) I lead a multi-million dollar project, created in partnership with some of the biggest names in tech and finance, that will look to revolutionise our customers relationship's with the bank and money. The next big thing for Nab.



NATIONAL AUSTRALIA BANK

Oct 2015 - Nov 2020

Principal Designer - Innovation, Strategy, Sales and Acquisition, Credit Cards, Smart ATMs.

I was brought into the bank to drive innovation, and charged with thinking differently, and have been lucky enough to work across San Francisco, Singapore and Melbourne with incredible partners to create experiences that matter.

Together with global players like Apple, Afterpay, CIBC, Google, Vice, Clemenger, Visa, AKQA, Fjord and more - we've created a "Continuous Innovation Stream" to co-design experiences using input from hundreds of individual customers. Together we've co-created products, designed new ways of thinking and innovating, and had a great time doing it. My key focus has been innovation and driving change for the enterprise, but I have also lead key design initiatives across Payments, Travel, Sales and more including creating our 2017 CANSTAR Innovation Excellence Award winning Digital Wallet.

I lead the desirability and development of our customer focussed products, such as StraightUp card, Australia's first interest free credit card. An industry first that bridges the gap between traditional credit products and the buy now pay later generation, and has gone on to represent a major amount of credit card applications in its first year.

KEY INITIATIVES LED:

- StraightUp Card, the first Interest Free Credit Card [Press \(AFR\)](#) ♦ [Press \(AFR\)](#) ♦ [Overview \(Nab\)](#)
- NAB Pay [2017 CANSTAR Innovation Excellence Award](#)
- Co-Design of Visa Installments [Press \(Business Insider\)](#) ♦ [Visa](#)
- Nab Life Moments [Press \(CMO\)](#)
- Card Transaction Controls [Press \(Business Insider\)](#)
- Overseas Travel Notifications [Overview \(NAB\)](#)
- Travel Tools [Overview \(NAB\)](#) ♦ [Press \(Bloomberg\)](#) ♦ [Press \(Age\)](#)
- Instantly Provisioned Credit Cards [Press \(SMH\)](#)
- Look Who's Charging Transaction Details [Youtube](#)
- Quantitative Testing with over 2 Million Customers

HIGHLIGHTS OF CAREER:

- Being enabled to truly challenge the way the bank thinks about products, and being allowed to build untested and market challenging solutions based on the hypothesis that delivering value for customers leads to non-traditional revenue streams.
- Working directly with Apple on the launch of Apple Pay.
- Being one of 3 founding members of NAB's design practice, and scaling our HCD practice from 3 to around 150 in just over 3 years.
- Trusted by the ELT to lead the Strategic and Design direction for NAB's Consumer Credit Cards, Future of Business, Continuous Innovation, Customer Journeys, and Digital Strategy.



JB HI-FI

Jul 2012 – Oct 2015

ROLE DESCRIPTION:

UX and Design Lead

I was tasked with conceptualising and building design the digital future for the largest retailer in Australia. I consulted on growth to the executive team, consulted to the entire business on UX/CX, usability and design, and built three major products in an ecosystem that were major Spotify, Netflix and Amazon competitors. This included building and leading a team of talented designers, developers, and analytics experts, as well as key partnerships and collaborative design with major partners such as SONOS, Microsoft, Samsung, Sony, Universal, Warner, Ultraviolet, and many more.

KEY INITIATIVES LED:

- JB Hi-Fi NOW Music (Spotify competitor) [Winner Choice Best Music Service 2014](#) ♦ [Nominated for Outstanding Digital Service Aria Award 2014](#) ♦ [App Redesign & Case Study](#) ♦ [Web Player & Marketing](#)
- JB Hi-Fi NOW Video (Netflix competitor) [Partnership with US Film Studios \(Gizmodo\)](#)
- JB Hi-Fi NOW eBooks (Amazon eBooks competitor) [Press \(CNET\)](#)
- Digital Future Strategy and Rebranding
- Expansion of team to rebuild and uplift eCommerce platforms
- Integration of Visa Checkout and other third party payments

HIGHLIGHTS OF CAREER:

- One of the 3 founding members, led and established a start-up inside a traditionally non-digital major retailer, attracting talent, and growing a world class digital team.
- With organic growth and very little marketing support, growing our music platform into a multi-million dollar business.
- In under three years, setting the strategy, designing the experience, and delivering three fundamental and competitive digital experiences that drove revenue and expansion in the business.
- Fostering and growing partnerships with music labels that enabled tastemakers and artists to publish on our platform, a competitive advantage later followed by Apple Music and Spotify.

**AAPT**

Jan 2011 – Jul 2012

ROLE DESCRIPTION:**Lead Creative Designer (Consulting as a Sole Trader Agency)**

Responsible for the brand of one of the largest Telecommunications companies in Australia. I was tasked with creating advertising, solutions and products for the entire business. Consulted to nearly 1,000 employees, and scaled advertising and product growth with the service offering of a full agency, allowing a telecommunications giant to transition from a successful retail business into the leading B2B provider in the space.

KEY INITIATIVES LED:

- Advertising, Branding and Marketing Campaigns
- Website Redesign
- Design of Enterprise level sales platforms
- Consulted on key customer relationships

**WELLCOM WORLDWIDE**

Mar 2006 – Dec 2010

ROLE DESCRIPTION:**Creative Graphic Designer/Head Web Developer**

Way back in the early days of the iPad and iPhone and the rise of the web, I was asked by the CEO of one of the largest agencies in Australia to future proof the company for the brave new responsive world that was to come.

I built and managed successful web and photography departments, won business from, and serviced clients, that included some of Australia's largest companies. I worked on multiple pitches, learnt the advertising trade hands on and developed the skills to create effective and creative partnerships and innovation both in tech and product.

KEY INITIATIVES LED:

- Growing a Web and App Department and attracting international clients.
- Establishing digital creative and strategy for clients such as BP, Citroen, Pacific Brands, Superdry and more.

HIGHLIGHTS OF CAREER:

- Closely mentored by the ex-executives of some of the largest advertising agencies in Australia, Ron Mather (Chairman of Clemenger) and Christine Barnes (Director of DraftFCB) [Profiles](#)
- One of 2 founding members of the central creative department.
- Built and managed a successful web department which eventually led to the acquisition of a web development agency to service our clients.